

Opportunities in Nordic Traveller Market for Kichwa Peru

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This thesis focuses on researching the customer profile of the Nordic tourists now and in the future. The aim is to provide information package of the Nordic outbound tourists and present concrete suggestions and recommendations to better enter and later thrive in the Nordic travel market. The commissioner of this thesis was Kichwa Peru, an international tour operator based in Lima, Peru.

This research-based thesis consists of two main parts: the theoretical framework, and the empirical research. The theoretical framework consists of theories of travel motivation and tourist behaviour, the customer profile of Nordic traveller now and in the future, as well as global megatrends and future forecast in the tourism industry. Furthermore, an outlook on the Nordic travel trends and Nordic travellers in Peru are presented. Also, a short description of tourism in the Andean Republics and Peru is introduced. The information has been obtained from several sources including books, academic journals, articles and web pages.

The empirical research is executed based on the theoretical findings of Nordic travellers as well as a qualitative content analysis of the marketing material and web page of Kichwa Peru. The aim was to research if Kichwa's tour offering and general image suit the preferences and needs of a Nordic tourist. By analysing the materials and theory using qualitative content analysis the common themes are found and discussed.

The results of this thesis are that Kichwa can be considered suitable for Nordic tourists, as the main themes both on supply and demand side are rather similar. However, there are possibilities for Kichwa to ensure a better positioning in the Nordic outbound market by developing their products and marketing content. The possible improvement suggestions for the commissioner are presented in the final part of the thesis.

Keywords

Nordic traveller, travel trends, Peru

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1 Introduction

This topic was proposed to the author by the co-founder and director of Kichwa Peru tour operator, Juan José Mendoza. The tour operator specializes in offering individualized and customized tours to Peru and neighbour countries. According to Mendoza, the idea of the research topic came from the current interest that Kichwa has in expanding the business to the Nordic countries. However, Kichwa is not familiar with the Nordic customer profile and the possibilities in the Nordic travel market.

1.1 Objectives

The main objectives of this study are expressed below:

- To find out whether the current offering of Kichwa matches with the preferences and needs of the Nordic travellers
- To investigate what could Kichwa do to attract more Nordic travellers
- To provide suggestions and recommendations for Kichwa, this includes aspects of marketing, content development

With the information obtained from the research, this study focuses on providing possible solutions and recommendations that will assist Kichwa Peru to comprehend and possibly enter the Nordic travel market.

1.2 The Significance of the Study

According to Mendoza, Kichwa Peru has had success in the European travel market, especially in Germany and Great Britain. In a recent year, Kichwa has created its first significant partnership with a Nordic travel agency and therefore, is interested in entering the highly potential Nordic travel market. Kichwa as a company is not previously familiar with the customer profile of a Nordic traveller and therefore, struggles to choose the right approach to the market.

The purpose of this study is to investigate the readiness of Kichwa Peru for entering the Nordic travel market by analysing the customer profile, preferences, needs and upcoming trends of the Nordic outbound tourists and then applying the information on the current offering of Kichwa. Based on the analysis, there will be recommendations and an action plan created, that the company can put to use. Kichwa will, therefore, benefit by understanding what the customer profile of the Nordic travellers is and by having a reliable source of precise recommendations on developing their business, corresponding to the requirements of the potential client base.

2 Travel Motivation & Tourist Behaviour Theories

According to Statistics Finland (2015), tourism is "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Tourist services market is crucial in tourism. It is a system of links between independent, autonomous entities participating in the process of tourist services' sale-purchase transactions (Altkorn 2002, 18). It is also considered as a continuous process of information flow between sellers and buyers and the whole set of purchase-sale transactions of tourist offers and conditions in which they take place in time and space (Ambler 1999, 15).

According to Nowakowska (2002, 43), the buyers of tourist products who want to buy for a certain price create demand. Tourism demand is the whole set of activities designed meeting the needs of tourists (Nowakowska 2002, 43).

According to George (2004), it is highly important to understand and have knowledge about the motivations that influence the travel behaviour of tourists, as they have a direct influence on the decisions tourists make. These travel motivations have been analysed by various researchers to conclude a better understanding of travel behaviour (Van Vuuren & Slabbert 2011, 296). Therefore, travel motivation and travel behaviour are considered as important aspects of tourism research literature (Huang & Xiao; Lam & Hsu 2006).

This chapter discusses the role of travel motivation and introduces a theory of push and pull factors of motivations. Later the travel behaviour is discussed, and the Etic-Emic Distinction theory is introduced. Finally, the relation between nationality & culture and travel behaviour is discussed.

2.1 Travel Motivation

Everyone has their own needs and desires. In tourism, field motivation is what creates the demand. Motivation can be a link between a felt need and the action taken to satisfy the specific need. (Sharpley 2006, 31-32.) Travel motives are factors that affect the customer's travel decision. These motives can either be primary or secondary motives. Primary motives explain why a person is travelling, whereas the secondary motives describe how and where the person travels. (Komppula & Boxberg 2002, 68.)

The primary and secondary travel motives together make the outline of a trip. When the primary travel motives are defined, namely the purpose of the trip, it is possible to contin-

ue planning the trip depending on the secondary travel motives. Therefore, even if various people have the same primary travel motives, the outcome can be very different due to the differences in the secondary travel motives. (Komppula & Boxberg 2002, 71-73.)

Travel motivation is an important factor in understanding tourist behaviour when it comes to choosing the destination and to the motivation related to the needs, goals and preferences of the traveller.

From the perspective of tourism marketers, it is crucial to understand that there are plenty of different factors that motivate travellers and these factors influence the travel decision making. These motivation factors influence the type of the trip one takes as well as how long and where the individual travels. It can also determine if the individual consider travelling at all. Tourism professional who understands these motivations can better forecast the spending patterns, attraction, activities, length of stay and destinations that appeal to different tourist types. (Griffiths, 2016.)

2.1.1 Push and pull factors of motivation

When it comes to tourism motivation literature, many tend to focus on the concept of "push" and "pull" factors. The concept consists of a theory that states individuals travel because they are pushed and pulled to do so by forces. These motivational factors or forces indicate how people are driven by motivational variables into making a travel decision as well as how they are pulled or attracted to the destination. (Uysal & Hagan 1993.)

The push motivations can be considered helpful when explaining the desire for travel whereas the pull motivations can be convenient when explaining the actual destination decision. The push factors are thought to be socio-psychological motivations that stimulate the individual to travel, while the pull factors engage the individual to a destination once the travel decision has been made. (Crompton 1979.) In other words, push factors are the motive that drives a traveller away from home and pull factors are the motives that drive a traveller towards a certain destination. (Dann 1997.)

Majority of the push factors that are origin-related are intangible or intrinsic desired of the individual, for instance, the desire for escape, relaxation and rest, fitness and health, adventure, prestige as well as social interaction. Whereas, pull factors develop as a result of the attractiveness of the destination as it is created by the individual who travels. These factors include tangible resources, for instance, beaches, recreation facilities and historic resources along with the individual's perception and expectation such as novelty, the image of the destination and benefit expectation. (Uysal & Hagan 1993.)

Crompton (1979) has practically determined nine motivations of pleasure travellers that influence the destination choice. Crompton (1979) has created a conceptual framework that would integrate those motivations. In the framework the motivations are classified as socio-psychological; escape from a perceived mundane environment, exploration and evaluation of self, prestige, regression, relaxation, enhancement of kinship relationships, and facilitation of social interaction. The last two motivations; novelty and education create the equivalent "cultural" category, also known as the pull category of motivations. In his experiment, Crompton (1979) states that this approach to investigate motivation suggest that the destination can have some effects on vacation behaviour in meeting an awaken need.

Several studies around the theme indicate that the concept of motivation is multidimensional. Travellers pursue satisfying not only one single need but several distinct needs concurrently. They are not motivated by the qualities of the destination. They desire to experience more than one aspect when at the destination. (Baloglu & Uysal 1996.) For instance, Mannel and Iso-Ahola (1989) stated that the two dimensions of motivational forces act together to bring about tourist behaviour. One force is the desire to escape the daily routine and second being the desire to seek intrinsic personal and interpersonal rewards from tourist behaviour. (Mannel & Iso-Ahola 1989.)

2.2 Consumer Behaviour in Tourism

Consumer behaviour is one of the most studied aspects of tourism. Researching the consumer behaviour in tourism, or the tourist behaviour, matters to tourists itself as they are concerned with their own experiences and how to maximize them, whether it is a short visit to the nearby region or extended international getaway. The tourist behaviour matters also to public sector managers, especially for those managing impacts and generating community benefits as well as to tourism business stakeholders, especially for those in the field of marketing, sales, management and profitability. Tourism analysts and researchers gain important data of tourist behaviour for the analysis of business performance, to identify socio-cultural and environmental issues as well as to consider tourism as a social institution in contemporary life. (Pearce 2005.)

Tourist behaviour means the way in which tourists behave according to their attitudes before, during and after travelling. The travel industry is dependent on tourists' travel decisions which are reflected in travel behaviour. Previously mentioned travel motivation is an integral part of travel behaviour and is widely researched and applied in tourism marketing strategies. (Van Vuuren & Slabbert 2011.) Tourist behaviour is a direct result of the

interaction between certain personal and environmental variables on a continuous basis. Therefore, travel behaviour can be defined in a way that tourists behave depending on their attitudes, towards a certain product and their response by making use of the product. (March & Woodside 2005.)

According to Nash (2001), homogenisation should be avoided when analysing tourist behaviour, meaning not all the travellers should be treated as the same. It is crucial to specify whenever possible what types of tourists are being researched about. (Nash 2001.)

It is important to recognize the difference between tourist behaviour and consumer behaviour. When it comes to tourist activities there are several phases, for instance, Pearce (2005, 9) quotes Clawson and Knetsch (1966) as he describes five phases; (1) an anticipation (2) a travel to the destination, (3) an in-destination experience, (4) a return travel component and (5) an extended recall and recollection stage.

Whereas, consumer behaviour is highly focused on the choices of products and the satisfaction related to the choice. Another distinct difference is that tourism is a people-to-people business in its consumption as well as in its production. Tourists often travel in a company of others, and the travel decisions are often mutual. (Pearce 2005.)

As Pearce (2005) states that even tourist behaviour is an important factor in understanding and developing tourism it is not always what matters most as there is a range of forces influencing outside the core tourism system.

2.2.1 The Etic-Emic Distinction

As a result of research in linguistics and anthropology, an important approach called etic-emic distinction (Pike 1966; Triandis 1972) has arisen. An emic approach takes into consideration the perspective of the participant, being the person engaging in the certain behaviour. The subject might discuss, for instance, the experiences of a young backpacker, senior tourist or a middle-aged birdwatcher. Detecting and identifying how they see the world, how they look at the scene, and the people in it as well as the value of their experience. (Pearce 2005.)

An etic approach can work as a contrast to the emic approach. In this approach the research is carried out the way that the researcher uses his observations and outside-perspective to classify and describe the tourist's behaviour. For instance, studying the experience of a middle-aged European woman visiting a World War museum. When observing the situation from an emic perspective the researcher would ask the traveller to

describe his or her experience. The answer could be "my grandfather fought and deceived in the battle and I am here to honour his memory". When observing as an outsider the interpretation of the behaviour could be simply "interest in the local history". In other words, when the researcher asks the traveller to describe their experience without having pre-judged categories, they are using an emic perspective and beginning to see the socially-constructed world from the point of view of the traveller. (Pearce 2005.)

3 Nordic Traveller Now & in the Future

3.1 Nordic Travel Market

The Nordic countries include Denmark, Finland, Norway and Sweden, often also Iceland but this study is delimited to the first four countries. It is geographical and culturally similar region located in the Northern Europe with the total population of only 25 million inhabitants. However, the Nordic region is a highly important market for outbound tourism as Nordic travellers are big spenders when it comes to travelling. They travel frequently, the number of trips to outside Europe is increasing and they are planning more and more holidays. (Medieministeriet 2011, 6.) Due to fact that the Nordic countries are rather similar when it comes to the economic wealth, social system and travel habits, it can be treated as a unite travel market.

There are generally recognised three important categories with great potential when it comes to the Nordic travel market. They are families with children, singles with no children and empty nesters. However, travel activity is increasing for all segments. (Medieministeriet 2011, 25.)

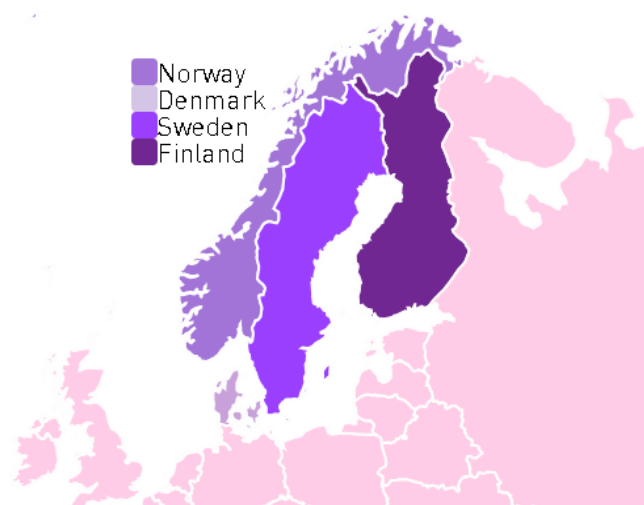


Figure 1. Map of the Nordic countries: Norway, Denmark, Sweden and Finland

3.1.1 Defining a Nordic Traveller

As mentioned in the earlier chapter, there are three important groups of Nordic travellers that are increasing their travel activity. The first important segment is families with children. A typical family uses the school holidays to travel together and experience new things as many families do not have a lot of time together in their daily life. Travelling families feel that the most important things are that the children have fun and that they are active and that they can have shared experiences as a family but also, that the parents have a chance to relax. (Medieministeriet 2011, 24.)

Families used to pay a lot of attention to the price when choosing a holiday, but the focus has recently changed into luxury, which means booking 4 to 5-star hotels with child-friendly facilities. It is important for the families to retain the same standards that they have at home. Child-friendly destination means security, employ staff with a positive attitude towards children, child-friendly menus at restaurants and access to water parks and playgrounds. (Medieministeriet 2011, 25.)

One popular option for the families is all-inclusive holidays, this is due to the fact that they are convenient, and one can have control over the expenses. The popularity of all-inclusive holidays has been growing among Nordic families. For instance, in 2007 only 3% of all package-tour tourists preferred all-inclusive holidays whereas in 2010 the percentage was over 15%. (Medieministeriet 2011, 25.)

The second important segment is singles either travelling with other singles or solo. The single culture is getting more common and that's why singles' holiday travel is considered as a growing industry. So-called singles holidays used to be considered taboo only a decade ago but nowadays it is a well-known phenomenon. The attractions of singles' holidays are social interactions between other single travellers and the freedom to get to know new people and share experiences. (Medieministeriet 2011, 26.)

The third group of travellers are the empty nesters; adult couples, aged over 45 with no children living at home. The empty nesters are spending more time on themselves, and they like to use the biggest share of their leisure time consumption travelling. As the population is getting older globally and in the Nordic countries, it is expected that the empty nesters will make up 21% of the world's population by 2050. The percentage will be bigger in the Nordic countries, for instance in Denmark the number of people over 60 will make up around 33% of the whole population. (Medieministeriet 2011, 27.)

As empty nesters have no mortgages left while owning cottages and possibly holiday homes abroad, meaning they are in general a wealthy group of society and they tend to spend more on their vacations. They usually take longer vacations and often have a chance to travel outside the high season. 48% of the empty nesters prefer to accommodate in holiday apartments whereas 30% of them prefer hotels without children. (Medieministeriet 2011, 27.)

The motivation to travel can vary as there are many different types of couples with distinct needs while travelling. However, in general, empty nesters enjoy new experiences instead of lying on the beach. Many are interested in more physically demanding activities such as hiking and cycling. They also appreciate living in the centre of a city and going to restaurants. (Medieministeriet 2011, 27.)

3.1.2 Values

Nordic travellers have been praised for their willingness to speak the local languages as well as for being polite and approachable and for being willing to adapt to local culture and to try the local cuisine. (Medieministeriet 2011, 7.)

As most of the Nordic people are experienced travellers they have become more aware of the environment and culture of the destinations that they visit, and therefore, they tend to reflect more on their own lifestyle and experiences. (Medieministeriet 2011, 21.)

Nordic traveller value not only external travel determinations, such as climate and demography but also internal determinations, such as self-development and creative expression. This leads to people becoming so-called career travellers who demand and look for an endless source of deeper experiences within the communities they visit. (Medieministeriet 2011, 21.)

3.1.3 Where they travel

According to Medieministeriet (2011), over 18% of the trips that Nordics make are to outside Europe. The interest among Nordic travellers in non-European destinations is increasing when it comes to buying package tours. The most popular time making long-haul trips is during the winter months. (Medieministeriet 2011, 18.)

The most common holiday destination for the Nordic travellers is Spain. According to Mills (The Local Sweden 2014), some of the main reasons for Spain's success are low prices, guaranteed sun and warm weather as well as friendly locals. Also, Spain is considered a

safe bet for people who are worried about heading to the other end of the Mediterranean due to political instability. (The Local Sweden 2014.)

Some other common holiday destinations are Turkey, Bulgaria, Egypt and Tunisia. The reason for this is the pleasant weather during autumn and winter season in the Nordic region as well as the lower prices in the destination. (The Local Sweden 2014.) According to Medieministeriet (2011), typical holiday travel to these destinations is about 15% cheaper and the available money to spend will last longer.

When it comes to Nordics travelling outside Europe, Thailand has become a very popular holiday destination. Low prices for flights and accommodation and the wide offerings of different experiences are some of the reason why Nordic tourists have taken Thailand into their favourite long-haul destination. (Medieministeriet 2011).

3.1.4 When and how often they travel

Nordic people have one of the longest holidays. The average length of the holidays in the Nordic countries is 5-6 weeks per year. It is common practice to take three successive weeks of holidays during the summertime (June, July & August) when they have plenty of time to travel abroad. (Medieministeriet 2011, 16.) The timeframe for planning is typically from November to January, whereas the booking happens from January to April and the actual travel period is from June to August. (VisitCalifornia.)

Tourists from the Nordic countries travel a lot and frequently. Around 50% of all the trips are to foreign countries. Around 60% of the Nordic people go on one holiday each year. For instance, during 2009, Finns made a total of 5.6 million leisure trips abroad, which is more than the total population of the country (5.5 million). Since the millennium Swede's leisure travelling has increased by 17.5%. (Medieministeriet 2011, 16-17.)

3.1.5 Preferences, expectations & travel habits

	SWEDEN	DENMARK	FINLAND	NORWAY
TRAVEL FORMS	Package tour City breaks	Package tour City breaks	Package tour City breaks	Package tour City breaks
IMPORTANT FACTORS	Climate Cleanliness Culture	Climate Culture Local People	Climate Culture	Climate Cleanliness Culture
ACTIVITIES	Sunbathing Swimming Shopping	Relaxing Sightseeing Shopping Restaurants	Shopping Sports	Relaxing Shopping Sports
PREFERRED TRANSPORT	Air travel	Air Travel	Air Travel	Air Travel

Figure 2. Travel preferences in each Nordic country (Medieministeriet 2011)

The Nordic countries are known for their advanced information and communication technologies and therefore, it is not a surprise that the Nordic travellers are well acquainted with the new communication platforms. According to Medieministeriet (2011, 28), an average of 60% book their vacations online and the online information searches on the web are on rising. For instance, travel and holidays are the most purchased or ordered products online. Nordic travellers prefer online booking as it is flexible, and they can search and plan their vacation as they wish, and they are able to do it whenever and wherever it fits their busy agenda. (Medieministeriet 2011, 28-29.) According to Suni (2018), 59% of the Finns book their holiday through the web pages of a transportation company and nearly 40% use travel agencies or tour operators. The usage of travel agencies' services has been growing over the previous two years (Suni 2018).

When it comes to planning and booking the Nordics are active online searchers. They search for more information than the average European traveller. 63% want to plan their holidays themselves and 57% use three or more websites to plan their holiday. The increase in the use of online booking means that people are more demanding when it comes to making a good deal. (Medieministeriet 2011, 28-29.) According to Momondo (2017, 45), the Nordics do some research about the destination before their holiday. The most researched topics are the events happening at the time of the stay (43.5%), the local food (43.5%), the local culture (42.75%) and customs (36%). Only 11.75% of the Nordics do not do any research before visiting a new destination. (Momondo 2017, 45.)

According to TNS (2016), mobile and video are both crucial tools for Nordic travellers. Many video watchers said that their content consumption influences their destination choice. Travellers turn on their mobile devices with the intent to answer immediate needs, but brands might miss out on these opportunities because of poor mobile experiences. (TNS 2016.)

In the Nordic countries, women are often in charge of decision making when it comes to planning and booking vacations. According to Medieministeriet (2011, 30) women are more confident internet users when buying online, including holidays. It is often the women who handle all the preparation work such as searching for inspiration on the Internet, from magazines or from friends and relatives. Also, children have some influence, but they have less say than their parents in the actual decision process. (Medieministeriet 2011, 30.) According to Momondo (2017, 9), the Nordic travellers usually get their inspiration when planning a holiday from friends and family (44.25%), travel web pages (31.75%) and social media (25%).

According to VisitCalifornia, the average trip decision time for the Nordics travelling to the United States is four months. However, as Nordics are becoming more spontaneous, the booking period is getting shorter and the timing and destination are often chosen at the last minute. Nordics typically begin to plan their next holiday when returning from their previous vacation. (VisitCalifornia.) According to Momondo (2017, 11) the most common time for the Nordic travellers to book flights for a holiday is 2 to 3 months in advance (31.5%). Around 18% prefer to book airfares 4 to 6 months in advance whereas only 6.25% prefer to book more than 6 months in advance. (Momondo 2017, 11.)

The most important sources of information when choosing a specific destination are the earlier visit to the destination, Google, recommendations from families or friends, official webpages for travel agencies, hotels and attractions. The inspiration from the Internet and social media makes up 60% of the information sources used and therefore, plays an important role in searching for holiday inspiration and booking. The most ineffective information sources are TV programmes and exhibition visits as Nordics clearly prefer ICT over traditional media. (Medieministeriet 2011, 30.)

The most common forms of travel among Nordic travellers are all-inclusive package tours which are often longer stays. All-inclusive package tours are very popular among families with children as all-inclusive hotels and holiday apartments are convenient and the exact cost of the holiday is clear. Another common type of travel is the city breaks during the shorter holidays, cruises to see many different places and seaside escapes that offer self-

catering for the traveller. (Medieministeriet 2011, 29.) According to Suni (2018), around half of the Finns travelling abroad are planning to go on a city break. Since 2017, the popularity of city breaks has grown from 36% to 49%. Also, the popularity of beach holidays has grown since 2017 from 22% to 31% (Suni 2018).

Destinations with warm climate have been the most popular for the Nordic travellers for many years. Therefore, many Nordics head to the Mediterranean region to escape from the darkness and cold of the long winter. (The Local Sweden 2014).

The Nordic travellers are most interested in sunny weather, possibility to relax and spend time with family, relatives and friends. The Nordics tend to choose destinations where they can also experience big cities and different cultures. (Medieministeriet 2011, 18.) These kinds of active vacations are getting more popular, according to VisitCalifornia, around 87% of Nordic travellers want to be active in natural surroundings.

According to a research (Medieministeriet 2011,18), there are five different elements that Nordics pay attention when choosing a holiday destination; culture and local people, cleanliness, active holidays, shopping and restaurants.

Nordic travellers prefer to accommodate at a hotel (60%). Only 10.75% wish to stay in a rented room, flat or house, for instance through Airbnb, whereas, only 6.5% wish to stay with family members. The highest priorities of the Nordic tourists when choosing a hotel are price (58.25%), nearby location to the sights (42%), good reviews (31.2%) and that the hotel is in a beautiful area (20%). The Nordic tourists think that the number of stars a hotel has affected their choice of accommodation to some extent. (Momondo 2017, 16-20.)

The most common factors that have prevented Nordic travellers from travelling to a certain destination are the price of travelling there being too high (43.25%), lack of general safety at the destination (33.25%), fear of terror attacks at the destination (31.75%) and too high price of food and accommodation (30.75%). Also, too many tourists and bad weather were mentioned. (Momondo 2017, 34.)

3.1.6 Spending

Nordic tourists spend over 20 billion USD on travelling every year. The Nordics travel spending per capita is among the highest in the world, easily passing spending in the United Kingdom and Germany. This is due to the generally high level of income and the increase in GDP and in the private consumption, which has a correlation with holiday con-

sumption increases the amount of money spent on holiday travels to foreign destinations by Nordic travellers. Nordic tourists spend nearly USD 700 billion every year with a record-high percentage of that amount belonging to travel and tourism outside their own countries. (Medieministeriet 2011, 6-12.) Many book vacations during the months of March through May as the tax returns and vacation pay are often spent on travel (VisitCalifornia).

According to Momondo (2017, 4), The Nordic people prefer to spend their money on travelling (22.75%) over electronics, events, food or well-being for instance.

When it comes to economic growth of the Nordic region the gross domestic product (GDP) is a good tool to indicate the activity of businesses. This variable has an obvious connection with business travel, but it also affects people's leisure travel. The state of GDP has an influence on elements such as the salaries and unemployment for instance which therefore correlates with people's private consumption that correlates with people's holiday consumption. (Medieministeriet 2011, 12.) The GDP Annual Growth Rate grew 2.6 % in the Nordic region in 2017 and is forecasted to grow by 2.8 % in 2018 (VisitCalifornia).

When comparing to other European groups of tourists the Nordic tourists spend the most money on travelling and the numbers are in an increase. The average Nordic tourist spends more than 1,000 euros when on vacation (including transportation, accommodation and consumption). (Medieministeriet 2011, 17.) According to Momondo (2017, 5.), 23.75% of the Nordic travellers planned to spend 1656 - 4151€ on their summer holiday 2017 whereas 23% evaluated to spend 835 - 1656€.

Even though Nordic tourists are known for their spending, they are very aware of exchange rates and are eager to utilize the possibilities the changes bring, for instance, the low dollar rates encourage them to travel to the United States. 42.75% of the Nordic travellers make a rough budget for the total amount they can spend both in the booking and during their holiday whereas 29.25% state they never make a budget for their holidays. (Momondo 2017, 6-11.) Nearly 50% of the Nordics regularly set aside some money to be spent on vacation, 9.5% for instance, sell something at a flea market or online. 34.5% say they do not do anything special to be able to afford their holiday. (Momondo 2017, 7.)

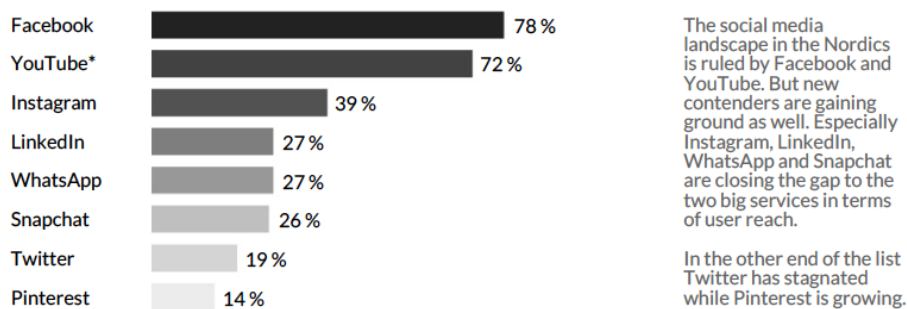
The most common aspects of a holiday to save money in are shopping (30.75%), plane tickets (30.75%) and accommodation (21.75%). Around 17.5% do not worry about how expensive or inexpensive their holiday is. The Nordic travellers normally spend around 81-

125€ on a hotel room per night on holiday (21%) whereas around 21% of the Nordic travellers prefer to spend 58-80€ per hotel night. (Momondo 2017, 8-17.)

3.1.7 Nordic Travellers & Social Media

Sharing holiday pictures on Facebook have a strong influence on its users' travel plans. According to Medieministeriet (2011, 33), 52% state that seeing friends' holiday photos have inspired them to book a vacation to the same destination.

Top social media in the Nordics



*The respondents in Finland weren't asked about YouTube why the numbers on YouTube are based on Denmark, Sweden and Norway.

Figure 3 Top social media in the Nordics (AudienceProject 2016)

According to AudienceProject Device Study (2016), more than three out of four Nordics use Facebook and 72% use YouTube making these the most popular social media. Also, Instagram is used by 39% and the amount is growing, LinkedIn, WhatsApp and Snapchat are used by over 15% of the Nordic population. The least used social media are Twitter and Pinterest. However, the usage of each social media differs from each country. For instance, in Sweden and Norway nearly half of the population use Instagram, whereas only 15% of the Finnish and Danish use the application. LinkedIn is especially popular among Danish with a usage percentage of 37% whereas WhatsApp is particularly popular in Finland. (AudienceProject 2016.)

AudienceProject (2016) states that the age group between 15-25 years is particularly fond of social media as they use an average of 4.3 social media per person. The age group of 56+ years use only 2.1 social media per person. The only social media used by a bigger portion of the middle-aged and older age groups is LinkedIn. (AudienceProject 2016.)

According to Momondo (2017, 29), 34.5% of the Nordic travellers upload holiday photos on social media, whereas 21.5% only writes updates during their holiday. Only nearly 8%

post videos of their holiday and around 38% do not use social media while on vacation (Momondo 2017, 29).

With most social media the preferred device used is a mobile. Especially, WhatsApp, Snapchat and Instagram are used on mobile, but also Twitter and Pinterest. When it comes to Facebook, YouTube and LinkedIn the Nordics prefer to use them on a desktop device, even though these social media are also highly popular on mobile. (AudienceProject 2016.)

3.2 Megatrends & Future Forecast in Tourism

There will be major shifts in the leisure and tourism fields in the coming decade and a half due to reflecting changing consumer values, environmental changes, political forces and the rapid development of information technology (Dwyer 2008, vii). This chapter explores the multi-dimensional implications of these megatrends to 2040. Exploring these possible key drivers is important to inform policy and shape the future of the tourism sector (OECD 2017, 3).

Megatrends are major global economic, political, social, environmental, and technological forces affecting the changes in the world and in the field of tourism (Dwyer 2008, vii). These megatrends are slow to form, but once they have taken root, they have a significant and lasting influence on human activities, processes and perceptions, including for the tourism sector. The most significant forecasted megatrends in the future for tourism are related to evolving visitor demand, sustainable tourism growth, enabling technologies and travel mobility. (OECD 2017, 3.)

According to Matkailun Edistämiskeskus (2004, 63-65), the beach holidays will remain the most popular form of vacations in 2020. Tours and roundtrips will be on a second place, whereas city breaks on the third place. In the last decades of the century, the experiences are sought from hobbies on the ground, air and in water: in addition to the traditional holidays, it is forecasted that the space travel, moon holidays and 'bottom-of-the-ocean travels are getting more popular (Heinonen 2008, 16).



Figure 4. Tourism Megatrends

3.2.1 Economic trends

There are several studies that indicate that a rise in income levels is the most important generator of tourism flows. Some of the main factors that will promote economic dynamism and growth and then keep driving the phenomenon of globalisation are, for instance, political pressures for higher living standards as democracy is spreading internationally. Also, improvements in macroeconomic policies and management result in the spread of future dynamism. On-going deregulations of transport and other forms of liberalisation to remove barriers to international travel are expected to continue. (Dwyer 2008, vii.)

Also, international trade and investment flows are forecasted to grow which results in increases in the global GDP. The diffusion of information technology, especially in the developed countries will produce important gains in efficiency. Countries that have access and can adopt new technologies will enjoy the benefits of globalisation the most. (Dwyer 2008, vii.)

On the other hand, there could be potential risks that economic liberalisation and globalisation generate. Some of the scenarios could result in disagreements over international economic rules or situations of unequal distribution and growth prospects. Most at risk of falling behind economically are those countries and regions with endemic internal or regional conflicts as well as those that do not have diversity in their economies. (Dwyer 2008, viii.)

3.2.2 Social trends

People are getting more conscious of their choices and therefore, the expectations are getting higher. Tourists are looking for experiences that are authentic and they wish to

participate and be involved, not spectators. The evolvement of the tourists can be referred to as the "experiential" travellers. Holidays will become more specialised and they should include aspects of education and cultural experiences that are factored into the lifestyles and values of the growing middle class globally. (Dwyer 2008, viii.)

The interest in discovering, experiencing, learning about, participating in and more intimately being involved in the daily life of the destinations is growing among tourists. Travelers worldwide are looking for tourism experiences with an emphasis on well-being and health as well as education, skill development and self-improvement. (Dwyer 2008, viii.)

The amount of people in the global population over 60 years old is forecasted to nearly double over the next 35 years (OECD 2017, 3). The growth in world population and the improvements in health for older persons will result in more potential tourists, especially in countries with increasing economic growth (Dwyer 2008, viii). These development results emerge of significant tourist segment, silver hair tourists that have specific desires and needs when it comes to personalization, service consumption, security and desired products. The ageing population will increase especially in China, India and the United States. Particularly important sources are Germany, China and the United States as the forecasts state that these countries will continue to be main sources for outbound travel. (Horwath HTL 2015, 2-3.)

According to Horwarth HTL (2015), senior population have some common characteristics. For instance, seniors are often financially secure, whether they are still in work life or have retired. They are expected to spend more than any other age group on travelling as they tend to have satisfactory disposable income, fewer home responsibilities, more time to travel and relatively good health (Horwarth HTL 2005).

Simultaneously, Millennials and Generation Z will be the main tourism consumer groups by 2040 (OECD 2017, 3). These are tech-savvy age groups, very distinct from one another, with special needs for communication, consumption and tourist experience (Horwath HTL, 2). Different industry and policy pressures will result in changes in these demographic groups, which all have unique travel preferences. For instance, one of the key concerns is likely to be accessibility, both physical and informative, for older tourists. (OECD 2017, 3.)

More and more people live in an urban environment which generates a hectic and stressful lifestyle, which leads to the need to escape or to indulge. However, changing work patterns and modern work life allows more flexibility to plan travels. (Dwyer 2008, viii.) The

traditional family holidays will preserve its popularity, but the real growth will happen in the senior travel sector as well as for the single people (Dwyer 2008, viii).

3.2.3 Political and Safety & Security Trends

Political stability is and will be an important influence on the prosperity of tourism. Conflicts between countries will decrease tourism flows in general but can also be beneficial for destinations considered to be 'safe'. (Singer 8 March 2017.)

In the near future, there will be some global players who have a big impact on tourism. The United States is likely to keep its influence but its relative power position. On the other hand, Europe will increase its influence globally, whereas Japan will face an ageing crisis which could decrease its regional status. China and India will continue their growth to major global players and reshape the geopolitical landscape. Russia will more likely be limited due to the social and political challenges. (Singer 8 March 2017.)

The wide media coverage of events and situations that are related to the safety and security of people has lifted the safety and security issue to a megatrend. The tourism industry is vulnerable to the absence of safety and security. (Singer 8 March 2017.)

Cybersecurity, situational awareness and position detection, as well as, skills and competencies use technologies in crisis situations are major issues in today's world. Identification of the future risks, creating customer profiles and using the right platforms should be combined for maintaining all the actions done for safer and secure environment. (Singer 8 March 2017.)

As new destinations appear at a time of globalisation, it is visible how cultural, ethnic and religious differences with different political agendas across the world can cause various tensions. Because of terrorist attacks, political unrest and civil riots are becoming a reality. All these factors can be a threat to the future of tourism. (Horwarth HTL 2015, 8.)

Governments globally are facing various political issues that might have a short or long-term influence on tourism. For instance, the euro crisis in Greece has had a negative impact on Greek tourism. Short-term problems emerged with the media warning travellers to avoid travelling to Greece whereas long-term issues might include losing investments and investors' confidence in the tourism sector due to lack of financial stability. (Horwarth HTL 2015, 8.)

Terrorism threats and sudden unfortunate events might cause a significant setback for any destination, but especially in a tourist destination, it is probable to decrease the international visitor numbers. Therefore, crisis management is becoming a necessity for destination managers. (Horwarth HTL 2015, 8.)

The lack of stability and security are not the major problems destinations face when travellers are deciding whether to travel to a certain destination or not. The biggest challenge is the unpredictability as travellers are afraid of things that might happen. (Horwarth HTL 2015, 8). According to Travelzoo (2017), 97% of who responded to Norstat Research thinks about their personal safety as a first concern when choosing a holiday destination. The results also indicate that the most people feel significantly more concerned now when travelling compared to how they felt in 2014 (Travelzoo 2017).

According to Singer (8 March 2017), the tourism industry could improve addressing safety and travel risks by providing clearer travel advice and by aiming to proactivity and consistency from the travel industry. Singer (8 March 2017) suggests hotels and tour operators have a global certification of addressing the actions the company will take to protect its customers.

3.2.4 Environmental trends

Nowadays travellers are more aware of global changes and consider a more sustainable way to travel. Sustainability as a megatrend consists of green hotels, green energies as well as green products. The consumption of energy and generation of greenhouse gases are relevant factors for the tourism sector. Despite all the negative impacts tourism can have to the environment (contributes to fresh water, land use issues, environmental degradation, unsustainable food consumption) tourism can have a significant positive impact by raising awareness of green values and by acting as a tool to help finance the protection of natural areas. (OECD 2017, 3.)

The competition is not relevant when it comes to sustainability as it is not a product but rather an approach. Therefore, tourism can play a role model in driving the transition to a low-carbon and resource-efficient economy. Even small improvements can have important effects due to its cross-cutting nature and close networks to various sectors. For instance, tourism has the potential to make a significant contribution to the 2010 sustainable development agenda by mainstreaming sustainable consumption and production patterns that advocate enhanced economic, social and environmental outcomes. (OECD 2017, 3-4.)

3.2.5 Travel Mobility

One of the most essential components of the tourism system is the transportation. It connects markets in tourism generating regions to destinations domestically and internationally. The location, efficiency, capacity and connectivity of transport play a major role in how a destination physically develops, affecting the mobility of visitors and the connectivity of tourist experiences in the destinations. (OECD 2017, 3.)

Over the next 20-25 years, travel mobility will be influenced by a series of internal and external factors. The rapid growth in visitor numbers, safety and security concerns, perceptions of travellers, changes in customs and immigration policies, transport innovations, access infrastructure, and aviation regulations, are some of the issues likely to influence the movement of tourists. (OECD 2017, 4.)

Policy makers will need to be rapid to respond effectively to the developments, to implement policies and practices that create greater traveller mobility and confidence, while promoting sustainable tourism growth and maintaining or improving security and border integrity. Integrated transport systems and multi-modal hubs will be increasingly important, to get an opportunity to improve accessibility to regions and countries, to promote sustainable transport options and provide efficient travel solutions. (OECD 2017, 5.)

3.2.6 Technological trends

We live in a digital era and the demand for technology is increasing rapidly. Nowadays customers are appreciating more and more the convenience, automation and speed when it comes to services. (Rossmann 9 March 2017.) The advancing technology continues changing the way tourists plan and experience travel. Digitalization is transforming the tourism sector, and peer-to-peer usage platforms are likely to continue to create new business models and marketplaces (OECD 2017, 4).

The automation and integration of virtual learning in the workforce can already be seen in the tourism sector. For instance, in hotel front desk and airport check-in, the consumer face of tourism has completely transformed due to the evolution of technology. (OECD 2017, 4.) To stay relevant in the industry the importance of automating routine processes to enable more efficient working manners in the simple tasks will be even more important in the future. However, despite the automation, the workforce should remain to handle more complex tasks. (Rossmann 9 March 2017.)

Globalization is an unstoppable process that brings up arguments and changes in the power structures, especially in countries where the power of digitalization is managed and understood. According to Rossmann (9 March 2017), the next things to look for are new vocabulary based on technological innovations and the increasing movement to the western values (Rossmann 9 March 2017).

3.2.7 Millennials

“Generation Next”, “Generation Y” and “The Millennials”, are some names attributed to the generation born between 1980 and 1999. With an increase of 20% in 2010 based on American Express Business Insights, this age group is the fastest growing segment for travel spending. (Lee 2013.)

By 2020 millennials are forecasted to drive 50% of all travel business revenue and they will set the new trends. This is due to the fact that millennials are becoming the most numerous generation. They already form a majority of the population in some countries. (Kersic 2016.)

Millennials are described as highly connected, globally conscious and technologically advanced. They are a lot more open to try new products and concepts than the previous generations. They expect to be inspired and they choose interesting things over comfort. According to HVS, 70% of Millennials expect to be offered immersive experiences that are interactive and hands-on. (Kersic 2016.)

According to Lee (2013), Millennials seek immediate gratification and therefore, they expect speed and efficiency in their travels. They expect to have the information they need easily available as well as in real time as it occurs (Lee 2013).

As Millennials have grown up amid adverts and commercials they are very conscious of the marketing tricks. Thus, Millennials prefer to turn to their peers for opinions. On average, a Millennial checks 10.2 sources, such as TripAdvisor and Yelp, before making a booking. According to Lee (2013), millennials are social creatures both online and offline. The use of social media to interact with others also feeds into the “fear of missing out” meaning the Millennials need to share their current activities, location, and opinion with others. This has become their method of interaction. Additionally, Millennials are sociable offline as they enjoy travelling with others. 58% of Millennials prefer travelling with friends, therefore companies targeting millennials should offer opportunities to meet other Millennials and to experience foreign countries with new people. (Lee 2013, 7-13.)

A change in the booking structure is another trend with Millennials that are more influenced by technology compared to previous generations. For instance, millennials use a shorter booking time consisting of 75 days compared to 93 days that older generations prefer. Millennials are very comfortable booking travel plans online, both on mobile and tablet devices. Therefore, brand websites content combined with mobile-optimized web pages and apps are mandatory. (Lee 2013, 7-8.)

When it comes to accommodation, other than a clean bed, Wi-Fi is probably the number one item Millennials seek for. It is not an amenity, but rather a requirement. In addition to the essentials, Millennials are looking for "something extra" in a hotel. They search for the "cool factor" and individualistic aspect in their travels as they want to share a story when they return home. (Lee 2013, 9.)

Millennials demand to participate in the culture with an authentic local experience. 78% of Millennials state that they prefer to learn something new during their travels. New innovative accommodation forms, such as Airbnb and couch surfing are popular among millennials as it allows the millennials to move out of the traditional hotel experience and feel at home in a new place. (Lee 2013, 10.)

Finally, Millennials wish to promote social responsibility during their travels. They hope to contribute to the community and the world, not only to view new sites and enjoy local experiences. (Lee 2013, 10.)

3.3 Trends & Future Forecast in Nordic Outbound Tourism

Due to further globalization and the advancing information technology tourists are becoming more demanding when it comes to future vacations. Some of the biggest upcoming long-term trends among Nordic tourists are overseas travel and unique travel experiences. (Medieministeriet 2011, 23.)

Nordic tourists want to have experiences that provide new perspectives in their lives. Spain will most likely keep its popularity among Nordics but the interest and desire to travel to more exotic destinations will increase. According to Medieministeriet (2011), the United States and Canada will remain popular but other destinations such as Brazil, Japan, Australia and less known places like Samoa and East Timor will increase in popularity among Nordic tourists. (Medieministeriet 2011, 24.)

The upcoming popular trend will be new unique experiences, such as culinary experience like cooking a local meal. According to Visit California, the foodie movement has awakened Nordics' interest in culinary tourism. Also, non-mainstream and touristic destination and remote places will get more popular. The Nordic travellers look for authentic experiences such as meeting locals in their local surroundings and taking part in volunteer activities. There is a growing number of Nordic students travelling to do volunteering as it is a way to accumulate study credits in relation to their studies. (Medieministeriet 2011, 23.)

As Nordic people are known for their appreciation for green values and sustainable lifestyle, they also expect sustainability when travelling.

Travel patterns are ever changing and the number of travellers who take more than one holiday each year is on increase (Medieministeriet 2011, 18). The Nordics have flexibility when it comes to holidays, therefore, many have started to take shorter periods and take several trips per year. Therefore, weekend city breaks are getting more popular each year. According to Kuoni Travel's research, among the five most important future travel trends for the Finnish tourists there are: sustainable travel (37%), social responsibility (26%) and ecotourism (19%) whereas, Swedish travellers appreciate sustainability (46%) and social responsibility (45%) even more (Matkalehti 2011).

There is a recent trend among all-inclusive package family travellers as they tend to have an interest in more luxurious accommodations than before. It is getting more common to choose a hotel with 4 or 5 stars when booking a family holiday. There has also been an increase in the sales of exclusive family trips such as safari trips where parents take their children out on a unique adventure. (Medieministeriet 2011, 18.)

According to Statistics Finland (2010), at the moment 4-5% of the population in the Nordic region is 80 years or older, however, the percentage is forecasted to grow up to 8% by 2040.

3.4 Nordic Travellers in Peru

Peru recorded 26,413, 25,407 and 25,180 number of arrivals by the Nordics in the year 2015, 2016 and 2017 as seen in figure 5. The arrival numbers have been growing by 6.7% from 2011. However, there has been a decrease in numbers from 2014 and 2015. (PromPeru 2016.)

Table 1. Nordic tourist arrivals to Peru in 2016 (adapted from PromPeru 2017)

Countries	2011	2012	2013	2014	2015	2016	2017
Denmark	5929	5792	5674	6133	6649	6396	6433
Finland	2410	2589	2818	2999	2735	2763	2602
Norway	5729	5829	5800	6075	5834	5451	5341
Sweden	9522	10 284	10 608	11 175	11 195	10 797	10 804
Total Nordics	23 590	24 494	24 900	26 382	26 413	25 407	25 180

In 2016 a total of 25,407 Nordic tourists visited Peru. Among these tourists, 73 % were on a leisure trip, 12% were on a business trip and the rest was divided into another kind of trips such as visiting friends and family. (PromPeru 2016.)

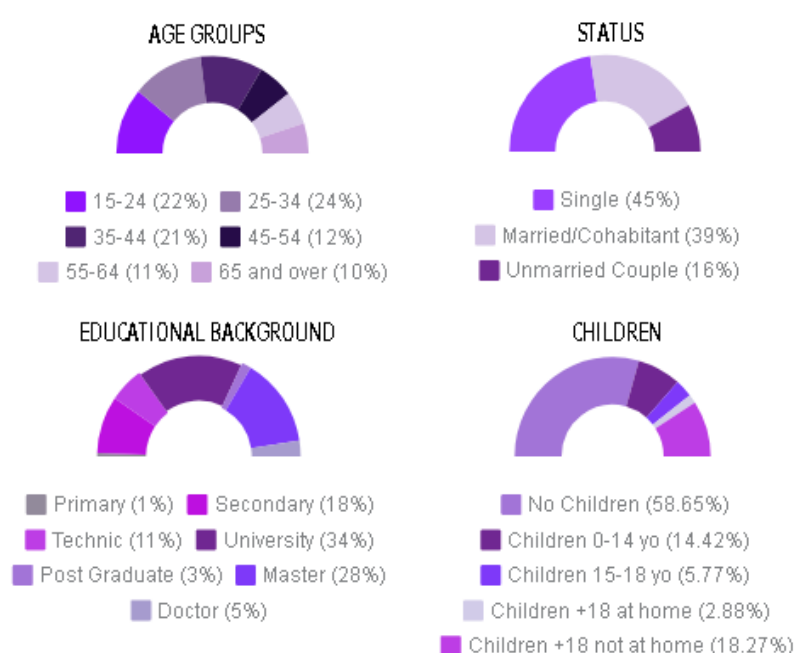


Figure 5. Socio-demographic background of the Nordic tourists in Peru 2016 (adapted from PromPeru 2017)

As presented in figure 6 the most common age groups of the Nordic tourists in Peru are 24-34 years old (24%) and 15-24 years old (22%). The percentages are divided between each group rather equally. Nordics with university (34%) and master (28%) level degree are the biggest group travelling to Peru. Almost half of the Nordic tourists are single and 39% are married or living together with a partner. Nearly 60% of the Nordic tourists travelling to Peru do not have children. Another common travel group is those who have children over 18 years old who do not live at home anymore. (PromPeru 2016.)

Also, according to the information provided by the consulate assistant Alegre from the Embassy of Sweden in Lima (14 April 2018) and by Clark from a Danish tour operator Perudina Travel, the typical Nordic tourist in Peru is either born in the 80's or 90's and normally travel in pairs or in a small group. These tourists are often students and are either studying or backpacking in Peru. According to Clark (18 April 2018), they are interested in unique experiences that cannot be experienced in their home countries, such as the Inca trail.

51% visits only Peru during their travel, whereas 49% visit also other countries during the same trip. Total of 61% of Nordics travelled independently whereas 39% were on a package trip. (PromPeru 2016.) Alegre (14 April 2018) states that typically the Swedes in Peru travel in pairs or small groups. This is partly due to in some sites such as Machu Picchu, the tourists are not entitled to travel on their own. However, some prefer to travel independently and go on excursion independently in places like Lima where a guide is not necessary. (Alegre 14 April 2018.)

87% of the Nordics arrive in Lima when entering the country. The second popular point for entering the country is Puno, Kasani with 7% of arrivals. 45% of the Nordics are travelling solo, whereas 37% travel with friends or with their relatives. 15% travel with their partner and 3% are families with children. (PromPeru 2016.)

The most common form of accommodation is 3-star hotels (36%) and 4 to 5-star hotels (30%). On average, Nordic tourists stay 14 to 19 nights in Peru. In the market overview report on Nordic tourists done by PromPeru, it was presented that Nordic tourists spend an average of 2180 USD per visit. (PromPeru 2016). As the airfares are quite high, most people travel with a relatively big budget and they belong to the middle or upper economic class. However, the younger tourists usually prefer not to spend a lot on unnecessary expenditures, for instance, they prefer to stay in low-cost accommodations such as hostels instead of traditional hotels. The travellers usually use the bus when moving between the cities in Peru as the domestic flights between the cities are quite highly priced. (Alegre 14 April 2018.)

Another important group visiting Peru is between 60-70 years old. They also have a good economic situation, are retired and therefore, have time to travel. This group usually travels inside Peru and the neighbour countries such as Bolivia, Colombia, and Ecuador. According to Clark (18 April 2018), the senior travellers are often interested in experiences such as homestays and they usually join a bigger tour group of 10-16 people. Clark (18 April 2018) states that the third large group of Nordic travellers is the families of 1 or 2

children. These families often have a higher income comparing to the average Nordic families (Clark 18 April 2018).

According to PromPeru (2016), the most visited departments by the Nordic tourists are Lima (100%), Cusco (67%), Puno (40%), Arequipa (24%) and Ica (24%). The departments of Ancash, Loreto and Piura each received around 7% of the Nordic tourists. (PromPeru 2016.) According to Alegre & Clark (2018), Nordic travellers favour the most popular tourist destinations in Peru. The most common destination is the city of Cusco and the Machu Picchu ruins. Some other popular destinations are The Sacred Valley in Cusco, the Nazca Lines and Paracas on the south coast, Ica and the oasis of Huacachina, Máncora on the north coast of Peru as well as Puno and the Lake Titicaca, which is often combined with a visit to Bolivia on the other side of the lake. Some Nordics also prefer to visit the Amazon region in the Peruvian jungle, for instance, Iquitos or Puerto Maldonado. (Alegre 14 April 2018; Clark 18 April 2018.) From the arrivals in 2016, 24% had already visited Peru at least once before (PromPeru 2016).

99% of the Nordics do cultural activities when travelling to Peru. The most common activities to do are walking in the city (94%), visiting parks and plazas (84%), visiting archaeological sites (67%), and cathedrals, churches and convents (66%). Other popular cultural activities are also museums, guided city tours and community visits. Around 24% of the Nordics visited shopping centres whereas 21% visited clubs or pubs. (PromPeru 2016.)

67% of Nordic travellers participate in nature activities. Visiting nature reserves and areas (51%), trekking at lakes, lagoons and waterfalls (48%) and, observing flora (42%) are the most common nature activities to do. Observing birds and mammals was part of the travel itinerary of 18.5% of the Nordics. 25% of the Nordics do sun and beach activities. (PromPeru 2016.)

Adventure activities are done by 67% of the Nordics in Peru. The most popular adventure activities include trekking and hiking (43%), boat or kayak trips (37%), sand boarding (12%) and buggy rides (12%). Only 9% of the Nordic tourists in Peru do camping or mountaineering in the Andes. (PromPeru 2016.)

Majority of Nordics prefer to buy their trip to Peru 1 to 4 months in advance (61%) whereas 27% buys their trip 5 to 8 months before the travel date. Only 3% buys their trip 9 to 12 months in advance. (PromPeru 2016.)

Nearly 70% of the Nordics purchase their package trip from a physical travel agency, whereas 27% purchases their trip through the internet. The international airfares are mainly purchased from the internet (79%). When it comes to the Nordics travelling independently, the domestic flights and another kind of transportation in Peru are most likely purchased from a physical office once arrived at Peru. Around half of the Nordics book their accommodation from the internet. (PromPeru 2016.)

The Internet is the media that has the biggest influence on the destination choice (61%). Whereas, recommendations from friends (27%) and books (10%) are on a second and third place. (PromPeru 2016). Swedish tourists are very resourceful states Alegre (14 April 2018). They look for information from the internet and social media but also from friends and family that have already been in Peru. Also, Clark (18 April 2018) mentions that Danish usually use the internet as the primer source when planning a trip to Peru. However, it is still popular to look at information from the travel agencies, especially when it comes to the senior travellers (Clark 18 April 2018). Only 6% of the Nordics say that publications and TripAdvisor influence on their destination choice (PromPeru 2016).

The most used social media used by the Nordic travellers in Peru are Facebook (78%), Instagram (13%), LinkedIn (13%) and Twitter (10%) (PromPeru 2016).

4 Tourism in the Andean Republics

South America generates only about 2.5% of the world's international tourist arrivals which is mainly because of the high airfares and the lack of charter flights. Most of the tourists arriving are either wealthy or adventurous travellers. The lack of making long-term plans and investments in the tourism industry has been due to political instability and inflation. (Boniface & al. 2012.)

Peru, Ecuador and Bolivia all have similar geographical features dominated by the Andes. These countries have also a similar cultural heritage sharing the history of Amerindian influence. The region consists of three physical regions; the Pacific coastal lowlands, The High Andes and the forested lowlands. (Boniface & al. 2012.)

On the Pacific coastal lowlands of Peru and Ecuador are regions where there is some development of beach tourism, whereas culture tourism and adventure tourism are flourishing in the High Andes. The forested lowlands on the east side of the Andes form a part of the vast Amazon Basin, where ecotourism is growing rapidly. (Boniface & al. 2012.)

Most of the attractions are in the Andes, where there are different climates and landscapes due to differences in altitude. Although the altitude sickness is rather common among tourists visiting sites with high altitude, climbers all over the world come to challenge themselves by climbing peaks, such as Huascaran and Illimani. There is a growing interest in cultural tourism: intricate cultivation terraces on the mountainsides, and the ruins of temples and fortresses of the Incas who ruled this part of South America prior to the Spanish conquest. The artistic heritage of the colonial period can be experienced in cities such as Quito, Cusco and Sucre. (Boniface & al. 2012.)

4.1 Tourism in Peru

From luxury Amazon River cruises to backpacking in the Andes, Peru has positioned itself as one of the most attractive tourist destinations in the world. Tourism in Peru has been growing every year. According to Mincetur, in 2007 Peru received around 1.9 million international tourists and the number has been growing steadily up to 4 million annual international tourist arrivals in 2017. The Peruvian government has launched a campaign in hopes of doubling the number of tourists visiting Peru by 2021. The campaign concentrates on illustrating Peru's cultural, natural and culinary riches by marketing Peru as "the richest country in the world". (The Jakarta Post 2017.)

Representing approximately 4% of Peru's GDP and employing nearly 1.5 million people, tourism is one of the country's most important industries (The Jakarta Post 2017). The biggest portions of international tourists come from Chile (32%), United States (17.4%) and Ecuador (7.4%). 60% of international visitors to Peru come from other Latin American countries. The United States, Canada and Europe make up just over 35% and Asia accounts for 4% of total visitors. (Peru Reports.)

Peru is one of the world's most biologically rich and geographically diverse countries. Peru is often divided into three major physiographic regions including the coastal lowland, Andean highlands, and the Amazon Basin. Despite being a country of remarkable contrasts, most of the international tourists spend most of their time in only three locations: Lima, Cusco and Machu Picchu. (Smith & Hurt 2011, 11.)

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As Lima has the largest international airport, a clear majority of international tourists enter the country through the big capital city. With its strategic location and great connection flights within South America, the city of Lima is attempting to position itself as a regional hub for business tourism. (Peru Reports.) Lima being the oldest city of South America offers impressive architecture, picturesque plazas, as well as various museums and archaeological sites. However, most foreign tourists spend only a couple of days discovering the capital. (Smith & Hurt 2011, 11.)

Instead, they fly to Peru's best-known destinations; Cusco and Machu Picchu, which both are among the eleven UNESCO World Heritage sites of Peru. Cusco has been named as the "archaeological capital of the Americas". (Smith & Hurt 2011, 12-13.)

The highlight of most tourists' trip to Peru is the visit to Machu Picchu. The Peruvian authorities have restricted the tourism mass at the site to protect and prevent negative impacts of tourism. (Smith & Hurt 2011, 13.)

As the growing concerns have risen due to the highly concentrated tourism, Peru's Ministry of Tourism and International Trade are spending a significant amount of resources marketing other destinations, such as the Nazca Lines and the coast near Trujillo (Smith & Hurt 2011, 14). Despite Machu Picchu still being the most popular tourist attraction, in recent years Peru has been able to attract new segments of foreign tourists with Peruvian gastronomy, ecotourism and other cultural highlights (Peru Reports).

5 Kichwa Peru

The following chapter introduces the company Kichwa Peru which is also the commissioning party of this study.

Kichwa is a tour operator located in Peru that focuses on sustainable cultural tourism in Peru, Bolivia, Brazil and Ecuador. The company's main goal is to create unique and memorable experiences for travellers through customised itineraries. Kichwa was founded by Juan Jose Mendoza, Greg Carter, and Chad Carey in 2011. The tours that Kichwa offers are all handmade for the needs and preferences of the customers.

Kichwa Peru was established to work as a branch for Australian tour operator Chimu Adventures as a response to growing demand for tours in Peru. First Kichwa Peru was treated as a Peruvian headquarters of Chimu Adventures but later was converted into an inde-

pendent tour operator. However, these two companies work tightly together and around 70% of the sales of Kichwa come through Chimu Adventures.

The main offices are in Lima, the capital of Peru and in the tourism capital, Cusco. The first office in Peru was opened in Cuzco, followed by the second office in Lima opened in 2013. There are a total of 15 people working at the offices in Peru. The staff of Kichwa can provide high-quality customer service in English, Spanish, German, French and Portuguese.

Sustainability is one of the main values of Kichwa; therefore, Kichwa participates in social and environmental projects in Peru. Some of the ways Kichwa contributes to the common good is by annually planting trees to areas that suffer from deforestation as well as doing community service in small Andean villages throughout Peru.

Another main value of Kichwa is to provide customised and personalised services. The tours are created according to customer's interests, whether the interests are adventure, culture, history, gastronomy, photography, bio-diversity or all the above.

The main customer markets are Australia, New Zealand and Germany. The average tour is more than 15 days and usually includes a combination of Peru and Bolivia. The main customer group is businesses; therefore, Kichwa is focusing on B2B model. However, they also welcome individual customers. The main customer base consists of older people, in their 50s and 60s.

Kichwa is tightly co-operating with South America Collections which a partnership of 6 local ground operators in Antarctica, Argentina, Brazil, Chile, Ecuador and Peru. Thanks to several partnerships like this, Kichwa can provide first-hand knowledge and services.

Kichwa is constantly developing and renewing its tour offering and actively looks for new innovative ways to experience Peru and the neighbour countries. Currently, there are 12 tour examples that each can be customized according to the needs and preferences of the customer. The most popular tours are Lima-Puno-Cusco and Lima-Cusco-Tambopata.

6 The Empirical Research

6.1 Research Methods

This chapter presents the research methods utilized in this research. Later the implementation of the research is described and finally, the results of the analysis are presented.

6.1.1 Qualitative Research

This subchapter discusses the definition and characteristics of qualitative research. There are four main methods used in qualitative research: observation, analysing texts and documents, interviews and focus groups, and audio and video recording in addition to other visual material. There may be several aspects emerging during a qualitative study. The research questions may change and be refined during the research process. (Silverman 2011, 42-43.)

The aim of a qualitative research is to provide a simple understanding of a certain phenomenon. The principle of qualitative research is to identify patterns among words to build up a meaningful ensemble without compromising its dimensionality. "How, where, when, who and why" are questions that the qualitative research aims to seek answers for. At the same time, there is an aim to create a theory or invalidate an existing one. (Leung 2015.) This research uses qualitative research methods as it aims to acquire a simple and broad understanding of the suitability of Kichwa Peru's offering to the Nordic travellers.

6.1.2 Qualitative Content Analysis

The qualitative content analysis was done on brochure and webpage content of Kichwa Peru as well as on the information gathered of the Nordic travellers in this thesis.

Content analysis is a method where various aspects of the content are counted to summarize any form of content. This allows a less subjective evaluation than comparing content based on the impressions of an observer. (Audience Dialogue 2012.) Content analysis is considered mostly a qualitative method, which describes the shape and content of written and spoken data. In the qualitative content analysis, the goal is to discover contextual meanings rather than the incidence of the data. In this kind of research, the logic of qualitative research; the analysis of the data is not the final phase of the research, as the research advances in cycles and the data collection and analysis interact with one another throughout the process. (Seitamaa-Hakkarainen 2014.)

The purpose of the content analysis is to study the central phenomenon by analysing examples of the communication of people connected with the central phenomenon. This information is coded into certain themes and categories. These themes and categories work as different levels of summarizing the results of the content analysis. More precisely, themes are a summary of categories and the categories are a direct summary of the data that is analysed. (Educational Research Techniques 2015.) Content analysis is founded on the belief that communication influences and are influenced by the social environment (Rothe 1993). This method systematically studies symbols in communication material to answer research questions, find and describe relations, and draw inferences about the meaning of the content (Riffe & al. 1998).

The content that is analysed can be in various forms but is usually converted into written words before the analysis is made. Printed publications, broadcast programs, other recordings, the internet, or live situations can be possible sources of the analysis. (Audience Dialogue 2012.) The units of content analysis can be pages, paragraphs, sentences, or words (Riffe & al. 1998).

The process of content analysis consists of six phases. Selecting content for analysis, units of content, preparing content for coding, coding content, counting and weighing and finally, drawing conclusions. (Audience Dialogue 2012.)

Some of the advantages of content analysis are that it does not disturb a people group or the field; therefore, it is a rather unobtrusive method. When the content analysis is used, the study can be replicated as the documents are permanent. The fact that content analysis is very practical to complete, makes it simpler than many other forms of research. (Educational Research Techniques 2015.) The materials for the content analysis are often easier to access, as it is not necessary for the researcher to gain ethics approval and materials are often free or inexpensive to obtain (Mehmetoglu & Dann 2003).

Disadvantages of the content analysis can include the fact that it is difficult to assess the validity of the analysis. The results should be treated as a subjective opinion of an individual. Another limitation of the content analysis is that the analysis can only be done based on recorded content and therefore, it leaves out other forms of information. (Educational Research Techniques 2015.) In this study, the researcher will consider these issues in the analysis of content.

The goals of this method are:

1. To analyse the marketing content of Kichwa, including a marketing brochure and webpage content, to create a coding scheme based on a list of reoccurring categories on the needs, behaviour, habits, trends and preferences of the Nordic tourists.
2. To evaluate the marketing content and offering of Kichwa in a relation to the information of the Nordic travellers in this thesis.
3. Finally, the results of the analysis will be used to create suggestions and recommendations for Kichwa Peru to improve their position in the Nordic Travel Market.

Limitations

In qualitative research, it is crucial that the researcher keeps non-bias during the analysis. The researcher should be aware of one's pre-understandings, for instance, personal assumptions, professional background or previous knowledge and experiences. These factors should not have an influence on the analysis. This can be difficult, but it is a requisite. The data should be approached with an openness and willingness for finding new perspectives.

6.2 Implementation of the Research

The analysis begins by familiarising oneself with the data by reading and re-reading the written text while keeping your aim in focus. In this analysis phase, one gains a sense of the text. The initial impressions were written down; what stands out? What message did the text communicate? What is the text talking about? This kind of thinking process is important as the text will be analysed in smaller parts. Therefore, looking back to the initial impressions will help to see if the "chopped" analysis matches with the first impressions of the "whole" text. This tells if the initial impressions are visible in the analysis of the parts and if it is necessary to go back and check for different perspectives. This method is called the hermeneutic spiral. Each part should reflect the whole and the whole should be reflected in each part.

The next phase was to break down the text into meaning units, in other words, into smaller parts. To organise the data for this research study, two Excel data files were created. The first content file contained tabs for each tour Kichwa has in their offering in their English marketing materials, including a brochure and the web page. There is also an additional tab for the general texts from the web page. The second content file included a tab for the chapters; 3.1, 3.3 and 3.4 from the theoretical framework of this thesis, which works as the material to reflect the needs, preferences and habits of Nordic travellers.

As the text is divided into meaning units, they will be condensed further while keeping the central meaning in mind. Condensation is a process of shortening the text data in a way

that the core meaning is preserved. This is done to avoid too large and complex meaning units that could be lost in the condensation process. To illustrate the process of condensation and creating meaning units, the author will use one of the tabs as an example (figure 8).

	A	B	C	D	E	F	G	H	I	J	K
1	General	Family related	Spending	Trends	Seniors	Singles without child	Empty nester	Technology	Dislikes	Peru	
2	frequent traveling	families with children	big spender	more spontaneous	social interactions	spend time on them	communication plat	poor mobile experie	students		
3	local language	having fun	price	last minute trips	freedom to know pe	longer vacations	online booking	tv programmes	backpackers		
4	adapt to local culture	active	good deal	shorter booking time	share experiences	outside high season	online information	exhibitions	families (1-2 children)		
5	local cuisine	shared family experie	vacation pay	beach holidays		holiday apartments	flexibility	traditional media	seniors		
6	experienced traveller	relax	tax money	overseas travel		hotel w/out childrer	booking from compr	renting	unique experience		
7	environmentally aware	luxury	savings	unique experiences		new experiences	inspiration from inti	stay with family	travel in pairs		
8	culturally aware	4-5 star hotel	willing to spend on t	new perspective		physically demandir	inspiration from we	high prices in gener	small groups		
9	reflecting lifestyle	child-friendly facilities	average more than 1	exotic destinations		hiking	inspiration from soc	terrorism	big budget		
10	reflecting experience	child-friendly destinac	aware of exchange r	less known places		cycling	Google	price of food and ac	middle class		
11	value climate	security	rough budget	culinary experience		central location	official webpages	too many tourists	upper class		
12	value demography	positive attitude toward	no budgeting	non-mainstream destinations		restaurants	photo sharing	bad weather	60-70 yo		
13	value self-development	child-friendly menus at	restaurants	remote places			sm updates	Pinterest	retired		
14	value creative expression	waterparks	save in shopping	authenticity			Facebook	Twitter	homestays		
15	career traveller	playgrounds	save in airplane tick	meeting locals			Youtube	solo travel	groups 10-16 people		
16	demanding	all-inclusive	save in accommodat	volunteer activity			mobile		tourist sights		
17	deeper experiences	convenience	green values	shorter trips					cusco		
18	communities	control over the expenses		more trips					madhu picchu		
19	interest in non-European package tour	luxury accommodation		weekend city breaks					resourceful		
20	package tours	4-5 star hotel		senior travel					internet		
21	long-haul winter holiday	exclusive family trips							social media		
22	low prices	safari trips							friends and family		
23	sun & warm weather								travel agencies		

Figure 6. An example of condensation and creating meaning units

The next phase is to formulate codes that are descriptive labels for the condensed meaning units. A code can be described as a label; a name that most precisely describes what this condensed meaning unit is about. It is usually one or two words long. This helps the researchers reflect on the data in new ways and to identify relations between meaning units. It is important to keep close to your data with the very limited interpretation of content. Some notes during coding are written of the impressions and reactions of the text.

The next step is to divide codes into categories. This is done by comparing codes and appraising them to determine which codes appear to deal with the same issue. The category names should preferably be short and factual sounding. If the data is rich with latent meaning, themes can be created. This can be done by uniting two or more categories together if they share a latent content.

The last step of the analysis is comparing the results of both content files within the created categories. This helps Kichwa Peru to decide whether enter to the Nordic outbound travel market and what are the aspects in their offering and business model that they should consider developing to be better suitable for the Nordic tourists. These results are presented in the following chapter.

6.3 Results in General

The results from comparing the general marketing texts in the brochure and web page of Kichwa Peru was compared to the keyword of the data analysed of the Nordic outbound travel market. The results included similarities and matching factors, but also a few differences, between **the supply** (Kichwa Peru) and **demand** (Nordic tourists). These terminologies will be used in presenting the results.

Table 2 Similarities and differences in general

Similarities	Differences
Package tour	Deep Experience
Flexibility	Sun & Warm Weather
Sustainability	City Break
Locality	All-inclusive
Unique Experiences	Shopping
Communities	Beach Holiday
Hotel	Reviews
Active Holiday	Cruise & Seaside
Wide Offering	Self-Development
Non-European Destination	
Reflecting Lifestyle	

As presented in figure 8 above, there were plenty of similarities in the demand and supply. The main themes that arose from the content were the package tours, appreciation of flexibility from both sides, sustainability and green values, local culture and customs, unique experiences and active holidays. Also, hotel accommodation, a wide selection of an offering, non-European destinations and sharing and reflecting on one's lifestyle were mutual themes.

Demand-side appreciated deep self-developing experiences that were not widely visible in the supply marketing material. Also, there was a lot of demand for beach holidays and the sunny and warm weather and possibilities for shopping were considered important. All-inclusive and cruise & seaside holidays were mentioned on the demand side.

The next categories were selected according to the most visible themes and tourist groups of Nordic tourists that were all discussed in the theoretical framework. The data collected in each segment is then compared with the tour offering of Kichwa Peru and the suitability and compatibility are discussed. The categories are selected to represent the major tourist groups, trends, technology and tourism spending habits.

6.3.1 Nordic Families

Table 3 Similarities and differences between families and tour 3

Similarities	Differences
Having fun	Luxury
Activities	Relax
Unique Adventure	All-inclusive
Child-friendly hotel	Waterparks
Nature	

Many Nordic travellers in Peru and in general are families with children. The most suitable tour for the Nordic families would be the “Peru Family Experience” (tour 3), as there were a lot of similarities between the supply and demand. Kichwa offers fun, active and unique adventures that the Nordic appreciate. Also, the importance of child-friendly amenities, especially when it comes to the hotel is important to the tourists and Kichwa has noted that in their tour offering.

Some of the differences that were found included luxury and relaxation. Kichwa does not market the tour as a luxury tour or mention if there is time to for relaxation. Nordic families also prefer all-inclusive package holidays as they are considered very convenient and stress-free option. Nordic families also wish to visit water parks and playgrounds during their holidays.

6.3.2 Nordic Empty Nesters

Table 4 Similarities and differences between empty nesters and tour 1

Similarities	Differences
Self-development	Hiking
Custom design	Cycling
New experiences	Holiday Apartment
Restaurants	
Central location	
Workshop	

One of the most suitable tours for empty nesters was the “Peru: Live with All Your Senses” tour. The biggest similarities in the supply and demand were self-development, in the form of educational activities that the tour offers. Also, unusual travel dates of the Nordics matched well with Kichwa offering custom design and flexibility. Empty nesters appreciate new experiences, especially when it comes to culinary, which Kichwa advertises in the

marketing material. City activities and a central location are also important for the demand and the supply does include it in their offering.

The most distinctive deviation between the supply and demand was that the demand wishes for physically demanding activities, such as hiking and cycling, to be included in their travels, whereas this tour does not include any. Also, Kichwa's offering does not mention possibilities accommodating in holiday apartments instead of a hotel.

Table 5 Similarities and differences between empty nesters and tour 7

Similarities		Differences	
Unique Experiences		Holiday Apartment	
Self-development			
Central location			
Sport Activities			
Hike			
Cycling			

The "Experience the Adventure of Peru" (Tour 7) has plenty of similarities between the demand and supply. According to the research, it is the most suitable tour for the Nordic empty nesters, as it fulfils the wishes of physical activities, such as hiking and cycling.

The tour also includes city activities and possibilities for self-development in the form of learning new things. The only thing that does not match the demand, is that there is no option of staying in a holiday apartment instead of a hotel.

6.3.3 Nordic Singles

Table 6 Similarities and differences between singles and tour 1

Similarities		Differences	
Social interactions		History	
Sharing Experiences		Archeology	
Flexibility			
Different Perspective			

Another big group of Nordic travellers, especially in Peru are singles who travel with other singles or alone. They value social interactions and are eager to get to know new people during their trip. The "Peru: Live with All Your Senses" (Tour 1) includes many similarities as it includes a homestay with a local family, interactive workshops and it provides a

whole new perspective for the Nordic traveller. Single travellers are rather independent and can be flexible when it comes to travelling, therefore the customization is an advantage that Kichwa has. Single travellers are not generally very interested in history or archaeology according to the research but do not mean they would not enjoy the Peruvian attractions as it is very cultural.

Table 7 Similarities and differences between singles and tour 6

Similarities		Differences
Sharing the Experience		Spiritualism
Like-minded People		Mystery
Culture		
Personal		
Remote Places		
Non-mainstream		

Despite that “The Mysticism of Peru” (Tour 6) is a tour targeted to people who have a special interest in myths, spiritualism, and self-searching, it can be a good fit for the Nordic single travellers. The Nordic singles value sharing experiences and meeting new like-minded people during their travels which is a major part of the tour that Kichwa offers. Single travellers also wish to experience different cultures and see unique, even remote and “off the beaten path” places, which the tour promises as well.

Even though spiritualism and self-caring are very trendy among Nordic people now, there are still plenty of Nordics who do not have an interest in such themes as spiritism. Therefore, this tour might not be suitable for all.

6.3.4 Nordics & Technology

Table 8 Similarities and differences between Kichwa and Nordic travellers in technology

Similarities		Differences
Mobile-friendly content		Online booking
Online information research		Booking from Company's page
Flexibility		Communication platforms
		Youtube
		Interactive content
		Social Media
		Video content

Nordic travellers are very tech-savvy and rather demanding when it comes to good digital content. Kichwa is positioning itself well in the Nordic travel market when it comes to mo-

mobile-friendly web pages and providing online information. Also, as Kichwa has an online presence it allows flexible interactions between the company and customers.

However, Nordic travellers appreciate highly the possibility to do online bookings, especially directly through the company's web page. At the moment, Kichwa does not offer a clear online booking system on their web page. Another aspect that Nordics look for in a web page is interactive content, such as blog posts and the possibility to post their own experiences with the company. One of the main sources of travel inspiration of the Nordic travellers is social media platforms, such as YouTube. Video content is highly appreciated by the Nordic travellers. Other social media platforms used by most Nordics are Facebook and Instagram. These are marketing tools that Kichwa does not use regularly.

6.3.5 Nordics & Spending

Table 9 Advantages and disadvantages of spending

Advantages		Disadvantage	
Big spenders		Expensive flights	
Rough Budget		Aware of exchange rates	
Save in Shopping		Young tourists	
1000e and up			
Travel is a priority			
Tax money			
Middle & Upper class			

Nordic tourists are known to be spending a lot on travelling and they are willing to spend more than 1000 euros on a trip, on average. The Nordics travelling to destinations like Peru usually belong to the middle or upper class and therefore, have a rather big budget. The offering of Kichwa seems to be suitable for this group as it is not a budget option, as it once to provide the best possible service. The Nordics do like to save on shopping, which again, is advantageous for Kichwa as it does not offer tours that focus on shopping.

Nordic tourists are willing to save also in the flight expenses, which might be disadvantageous to Kichwa as the airfares to South America are rather expensive compared to many other destinations. Nordics are also aware of the changes in exchange rates, meaning if the values change negatively it can cancel the trip plans. A big group of Nordic tourists in Peru are young backpackers, which is not a target market of Kichwa. Their preferences are spending as little as possible during their travels.

6.3.6 Nordics & Future Trends

Table 10 Advantages and disadvantages of future Nordic travel trends

Advantages		Disadvantages
Senior travel		Last minute trips
Exotic destinations		Short trips
Less known places		Beach holidays
Authenticity		
Green Values		
Culinary Experiences		
Overseas travel		

According to the research results, some of the potentially positive future Nordic travel trends for Kichwa are the increasing appreciation of sustainable tourism and authenticity. These are values that Kichwa highlights in its marketing material. The destinations Kichwa offer can be described as exotic and less-known places in the Nordic countries, therefore the potential future interest in Kichwa from the Nordic travellers can grow.

Kichwa offers also tours, such as “Peru: The Culinary Experience” (Tour 5), that can be very attractive to future Nordic travellers who are getting more interested in culinary experiences. Also, the possible growth of senior travel can be advantageous to Kichwa as most of their tours are suitable also for people of major age.

The fact that there will be a growing interest in short last-minute trips can be considered as a disadvantage for Kichwa, as the destinations they offer are located quite far from Nordic countries, and therefore, are not quite suitable for short spontaneous trips. Also, the growing demand for beach holidays does not benefit Kichwa as the beach tourism is not a popular theme in their offering, except for “The Best of Peru & Brazil” (Tour 11).

7 Suggestions

In this chapter author’s suggestions and recommendations are presented based on the research results, observations and theory. To organize the suggestions, they have been divided into themes: web content, social media, product development and general suggestions. Also, an infographic of the main suggestions have been made (appendix.1).

7.1 Web Content

There are a few aspects of Kichwa's web content that could be improved to better suit the needs and preferences of the Nordic travel market. First is the importance of optimizing the web pages to be mobile-friendly. The mobile view of Kichwa's web page does have some dysfunctions and that can turn away potential customers.

As the results indicate, Nordic travellers do a lot of online searching and the most used tool is Google. Therefore, it would be highly recommendable for Kichwa to pay attention to its SEO (Search Engine Optimization) so that when potential clients search for keywords related to Kichwa they would be able to find the web page with ease.

Nordics do appreciate the opinions of friends and family but also other travellers. Therefore, presenting reviews and feedback that Kichwa has received would be a trust builder factor. This feature could be added to the web page.

Kichwa's web page is easily navigable and functional but might lack 'inspiring content' out of the tour descriptions. This kind of inspiring content is very important to the Nordics when it comes to choosing a destination or the company. Inspiring content that Kichwa could add to their page could be interesting blog posts about the destinations and/or stories and experiences of the previous customers.

7.2 Social Media

As the results indicate, Nordics are very active users of social media. Nordics do search travel inspiration from online, especially on social media, therefore, it is important that Kichwa keeps the social media accounts active and updated. Kichwa's social media accounts on Instagram, Twitter and Facebook, have not been active since 2016. It would be very important for the marketing and image aspect to keep the accounts active, as social media is one of the most powerful tools to attract Nordic travellers.

When it comes to activity on platforms like Facebook and Instagram; the content should be in coherence, inspiring, interesting and shareable. According to the results, these two social media channels are the most important for the Nordic travellers.

According to the results, YouTube is widely used by the Nordic travellers. YouTube and video content, in general, are one of the most trendy and efficient ways to reach potential customers. Therefore, Kichwa could create a YouTube channel and upload high-quality video material of their offering and company's values. This material could also be edited

for other social media channels to work as a marketing material. The video content should be inspiring and fascinating without forgetting high quality. This is a new way to engage with customers starting from the first phases of the customer journey.

7.3 Product Development

The results indicate that there are a few product development possibilities for Kichwa. It might be useful to do experimenting and/or brainstorming if Kichwa decides to enter the Nordic travel market.

According to the results, Nordic travellers are interested in alternative accommodation options: adding other options, such as the possibility to stay in an apartment instead of a traditional hotel stays.

Nordic families are looking for more luxurious family trips and Kichwa offers its services to this target group. Therefore, Kichwa could pay attention to adding elements of luxury into the "Peru Family Experience" (tour 3) and highlighting this feature in the marketing material.

Senior travel is a trend that will get more and more popular in the Nordic countries. As the people are getting older and the quality of health care is high, there is a big potential customer group for Kichwa growing in the Nordic travel market: active senior travellers. Even though they are often in good health condition, they are often demanding when it comes to services and special needs. Therefore, Kichwa could provide specialised services that cater to the needs of a major traveller, for instance, wide networks with health care, language support, accessibility for people with physical challenges. Also, Kichwa could create partnerships and do co-operation with Nordic travel agencies, as this tourist type uses travel agency services more than other groups.

Relaxation is a growing trend in the Nordic outbound tourism. Even if Nordics are rather active travellers they still consider relaxation an important part of their holiday. Kichwa has succeeded in creating interesting active tours but relaxation is not highlighted much. Therefore, Kichwa could consider creating a tour where active holidays are united with some time to relax, such as spa treatments or natural baths.

Another popular interest among Nordic travellers are the city breaks. Many Nordics travel to experience city life in the big cities of Europe, however, Kichwa could attract some of these travellers by offering a tour with a decent time in a big city like Lima or Arequipa. There could be some activities related to the daily life of the city, tour with a local, visit

spots that locals recommend or shopping time, according to the preferences of the customer.

Nordics are expressing more interest in opportunities of volunteering and social responsibility while travelling. As Kichwa is also considering these themes, Kichwa could offer some short-term (1-2 days) volunteering experiences, in the field of environmental and social work.

Finally, the research results indicate that Nordics value sun and beach tourism, as most of the year these things are absent in their usual living environment. Therefore, Kichwa could avoid being left out of this market group by highlighting the tours that do have the beach element included, such as "The Best of Peru & Brazil" (Tour 11) and/or by creating new tours that do have options to spend some time on the beach or by the pool. Nordic sun-worshippers might be interested in the Northern coast of Peru, with its beaches and warm weather. Therefore, including destinations such as Máncora, could be beneficial.

7.4 General Suggestions

As the global safety has been a burning topic in the past years, also Nordic travellers are concerned about their safety and security when they travel. According to the results, the perception of safety and security in the destination is an important factor when making travel decisions. Therefore, Kichwa could highlight the safety and security, and communicate to the possible customers that "we care for your safety".

Nordics have one of the longest holidays in the world. Majority of them are on holiday during summer months: June to August and during the shorter holidays during the year. Kichwa should use this information together with the booking pattern statistics when planning their marketing schedules and strategies.

Finally, as known, the distance between Nordic countries and South America is rather long, and the lack of direct flights between these regions correlates with the arrival numbers and tourist flow. According to the research, Nordics wish to save on airfares when travelling so it would be beneficial to either provide direct flights or cheaper connections to increase the number of the Nordic travellers. This could be done by collaborating with local airlines (SAS, Finnair, Norwegian) with other tour operators.

8 Discussion

In this concluding chapter, the major findings of this thesis are summarized and discussed. The limitations of the research are also addressed.

The research done by the author provided the wanted objectives mentioned at the beginning of this thesis. These objectives will now be discussed shortly.

The first objective was to find out whether the current offering of Kichwa matches with the preferences and needs of the Nordic travellers. The research method and supporting theory used in this thesis provided an answer to this question; Yes, as the author was able to find many common themes related to the preferences and needs of the Nordic travellers from the current offering of Kichwa. The most important factors were the unique and personalised experience and sustainability.

The other two remaining objectives were to investigate what could Kichwa do to attract more Nordic travellers and to provide suggestions and recommendations for Kichwa, this includes aspects of marketing, content development. This objective was also fulfilled as the research results were analysed by the author, and comprehensive and practical suggestions and recommendations were made. The main factors that Kichwa should pay attention while developing their products to Nordic travellers were; creating more inspiring online content, providing services to more specialised target groups and taking statistic tools to support the marketing. Further suggestions can be seen in the Appendices.

The author considers the thesis topic to be rather demanding when it comes to finding reliable and comprehensive resources and information. However, the fact that the area is not well researched gives this study extra value as an important source of information for the commissioner. Despite the difficulty of the chosen topic, the author found the overall process very interesting and motivating. She enjoyed investigating and researching the topic as her main goal for the thesis was it to be useful for the commissioner. The author feels like she has learned plenty of new valuable information on the topic and is prepared to further develop the ideas and suggestions that this thesis provides. She has been assigned to execute the suggestions presented in this thesis in the commissioning company.

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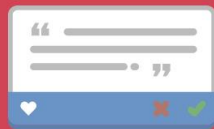
Appendices

Appendix 1. Suggestions



Suggestions on how to attract Nordic travellers

1. The results indicate that Kichwa offers suitable tours for Nordic tourists. However, Kichwa could still improve their attractiveness by doing some improvements and development.
2. The main actions are related to web content, social media and product development,
3. Creating inspiring content, services for new target groups and use of statistics in the marketing are all ways to attract Nordic tourists.



Web Content

Mobile-friendly web page

SEO

Reviews

Inspiring content



Social Media

Youtube: Inspiring video content

Facebook: Inspiring content

Instagram: Inspiring content

= Shareable & Inspiring





Product Development

Alternative Accommodation Options
Apartments, special themed

Luxury Family Travel
Add elements of luxury

Senior Travel
Active senior travel options
Co-operation with local travel
agencies
Specially developed (extra)
services



Product Development

Relaxation
Add elements of relaxation e.g spa

City Breaks
More emphasis on Lima
/ Arequipa
Shopping opportunities

Opportunities for social responsibility
Add option for volunteer work
and activities

Beach tourism



General Suggestions

Highlight Safety
"We care for your safety"

Plan marketing according to booking
patterns and holidays

Collaborate with local companies
Airlines, travel agencies,
influencers etc.



NORDIC TRAVELLERS

*Big Spenders
Frequent Travellers
Green values.*

Nordics like to spend on travel
and they look for an endless
source of deeper experiences.

Nordics are known
as **"the best tourists"**

(C) Enni Maria Mannisto

Appendix 2. Kichwa Peru's Tour Offering Descriptions

Tour 1: Peru: Live with All Your Senses

Enjoy a cooking class in Lima, learn how to make chocolate in Cusco and participate in an agro-tourism activity with a local community where agriculture and culture come together to create a magical atmosphere for every visitor. Feel, smell, taste and touch Peru with all your senses! Take pleasure on a supreme culinary experience in Cusco, where your chef will provide heaps of information regarding Peruvian cuisine ingredients, native products, people, culture and kitchen techniques. We wouldn't want anyone to miss out on trying a great Pisco Sour, so we make our way to the bar area and try out different piscos. Buen provecho!

Tour 2: Luxury Peru

This luxury tour will lead you towards an unforgettable cruise experience along the Amazon rainforest as well as other neighbouring rivers, each one rich with vibrant wildlife and thriving rainforests. This journey includes a delicious culinary tour in Lima, excellent hotels – some with impressive spas to relax and pamper yourself. Your trip finishes in Cusco, exploring the beautiful Sacred Valley and with an unforgettable visit to Machu Picchu.

Tour 3: Peru Family Experience

A different way to experience the most interesting destinations in Peru with interesting family-friendly activities and hotels. Enjoy this trip on flexible dates designed especially for families visiting Peru with children.

Tour 4: Northern Kingdoms

Peru is known as the "Egypt of the Americas" on account of the wealth of its archaeology. With this tour, you will visit and be fascinated by the little-known ruins of powerful pre-Incan cultures in Northern Peru including the mighty Kuelap fortress.

Tour 5: Peru: The Culinary Experience

Peruvian cuisine has entered the stage of international gastronomy with full credits! Through the influence of rare ingredients and recipes from the Amazon and the Andes, combined with international influences such as Oriental and Spanish, Peruvian gastronomy celebrates unique and utterly delightful flavours. The itinerary will have you tasting a diversity of flavours and what Peru has to offer whilst exploring the highlights of the coast and the Andes.

Tour 6: The Mysticism of Peru

Peru is the place destined for spiritual awakening and a journey to discover oneself. On this tour, we meet both master Shamans and Andean Paqos and focus on the inner power within each other. Travel and share the journey with like-minded people who are on a personal and spiritual quest. In Lima, visit the Pachacamac Oracle considered a powerful "magnetic" centre. Visit and discover the mysteries that keep the ancient Nazca culture alive. Travel to Puno, where you will be one of the few people who will visit the Aramumuru Tridimensional doorway. This rare doorway is a huge mysterious door-like structure located in the Hayu Marca Mountain, also known as the "Gate of the Gods". Here a spiritual session with coca leaves will take place. Finally, we travel to Cusco surrounding ourselves by the gentle energy experience a traditional Andean ritual "Offering to the Earth" performed by a Paqo.

Tour 7: Experience the Adventure of Peru

This trip of a lifetime combines adventure activities such as biking, sandboarding, Kayaking, rafting and trekking. Admire amazing cliffs and sand dunes, explore extraordinary ruins, enjoy beautiful lake and mountain views, hike through strikingly different climatic zones and finally experience the unique feeling of arriving at Machu Picchu by foot by doing the Inca Trail.

Tour 8: Romantic Luxury Getaway of Peru

A honeymoon experience like no other Kichwa offers newlyweds a romantic getaway with honeymoon suites in the hotel specially designed with unique spas, private guided tours, sumptuous meals, mesmerizing and exotic tours within Peru. This tour caters to couples who are looking for a mixture of adventure, relaxation and luxury which serves as a perfect combination and will not disappoint!

Tour 9: Highlights Peru & Bolivia at a Glance

Commence at the vibrant city of Lima, we will take you to the great wonder that is Arequipa city and continue on to the rustic charm of Puno. Reaching La Paz Bolivia, crossing the magnificent Lake Titicaca along the way in a Catamaran cruise. From La Paz, we will journey to the capital of the ancient Inca Empire – Cusco, with a trip to Machu Picchu, the icing on the cake! Truly an unforgettable adventure and one not to be missed!

Tour 10: The Best of Peru & Bolivia: From Machu Picchu to Uyuni Salt Flats

The best of Peru and Bolivia come together in a fascinating journey of rich cultural and scenic attractions. Countries of extremes, from desert to Andean peaks, from Machu Picchu to the Salt flats and to the high-altitude Altiplano with the amazing Lake Titicaca. These thrilling landscapes are peopled by ancient Indian communities with haunting music, bright costumes and exotic traditions.

Tour 11: The Best of Peru & Brazil

Venture on and discover two of the most visited countries in South America, Peru & Brazil at its best! Commence the tour by visiting the colonial city of Lima, enjoy the finest cuisine Peru has to offer, the journey towards the Inca empire city of Cusco and explore its hidden mysteries and lastly visit Machu Picchu known as one of the 7 wonders of the world! Journey towards Brazil by visiting the magnificent Iguazu Falls and end the trip at the sunny.

Tour 12: Peru & Galapagos Island

This tour will take you towards the splendid areas Peru has to offer combining both modern and ancient architectural features. Stroll through the cobble-stoned streets of Cusco and admire the beautiful landscape within the Sacred Valley. Visit the renowned citadel site of Machu Picchu and be mesmerized by its beauty! Then head to Ecuador for a tour of the city Quito and stop at Galapagos Islands where you will visit its islands and meet many of its marine wildlife. It certainly is a tour not to miss!